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# Dr. Dobb's Journal

For the Experienced in Microcomputing

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FOR IMMEDIATE RELEASE

## ANNOUNCING DR. DOBB'S FIFTH-GENERATION PROGRAMMING COMPETITION

March 19, 1984--Dr. Dobb's Journal, the leading technical publication for microcomputer software, is offering \$1000 to the person who, in its judgment, best applies techniques of artificial intelligence programming to a practical problem on a microcomputer. The award is the prize in the Dr. Dobb's Fifth-generation Programming Competition, scheduled to mark the magazine's new relationship with M&T Publishing of Palo Alto, California.

M&T, which also publishes Business Software, the first business magazine to address computer productivity as a management tool, and Euronews, an international marketing newsletter, this month acquired rights to publish Dr. Dobb's through a license agreement with People's Computer Company. According to new Editor-in-Chief Michael Swaine, formerly Senior Editor for InfoWorld, M&T will be supporting Dr. Dobb's in its role as an independent forum for discussion of small-system software technology, while providing the resources necessary to keep it on the forward edge of technological development. The Fifth-generation Programming Competition is evidence of the magazine's interest in advanced software technology.

"Promoting practical work in artificial intelligence on microcomputers is just part of the story," Swaine said. "In 1976 Dr. Dobb's brought BASIC to microcomputers, and BASIC has done more than anything else to open the computer technician's toolbox to real people. This year you'll see Dr. Dobb's prying the lid off the box more than ever before."